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**POLITICAL  
MARKETING AND  
THE 2015 UK  
GENERAL ELECTION**

Edited by  
**Darren G. Lilleker and  
Mark Pack**



Palgrave Studies in Political Marketing  
and Management

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Editors  
Darren G. Lilleker • Mark Pack

# Political Marketing and the 2015 UK General Election

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Palgrave Studies in Political Marketing and Management  
ISBN 978-1-137-58439-7      ISBN 978-1-137-58440-3 (eBook)  
DOI 10.1057/978-1-137-58440-3

Library of Congress Control Number: 2016940974

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Printed on acid-free paper

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The registered company is Macmillan Publishers Ltd. London

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